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IN THE CLAIMS

Please amend the claims as follows:

1. (Amended) A children's toy comprising a doll, puppet or stuffed animal having an outer skin or covering and containing therein a concealed wireless, batteryless tag/transponder configured and adapted to [~~facilitating non-invasive~~] provide [~~electronic~~] storage and retrieval of desired information and wherein said tag/transponder enables communication of said stored information wirelessly through said outer skin or covering without requiring removal or exposure of said tag/transponder.
2. (New) The children's toy of Claim 1 wherein said tag/transponder comprises a radio-frequency transmitter.
3. (New) The children's toy of Claim 1 wherein said tag/transponder comprises an RFID tag.
4. (New) The children's toy of Claim 3 wherein said RFID tag is configured to operate at one or more of the following frequencies: 134.2 kHz, 123.2 kHz or 13.56 MHz.
5. (New) The children's toy of Claim 3 wherein said RFID tag comprises a 13.56 MHz read/write label tag.
6. (New) The children's toy of Claim 3 wherein said RFID tag comprises a 134.2 kHz and/or 123.2 kHz, 23mm glass transponder.
7. (New) The children's toy of Claim 3 wherein said RFID tag is configured and adapted to use a send/receive radio frequency communication protocol.
8. (New) The children's toy of Claim 3 wherein said RFID tag is enveloped, contained or otherwise embodied in a generally heart-shaped trinket or case or other shape or form generally representing or symbolizing the heart or life source of the doll, puppet or stuffed animal.
9. (New) The children's toy of Claim 1 comprising multiple concealed wireless tag/transponders.
10. (New) The children's toy of Claim 1 wherein said stored information comprises one or more of the following: toy name, birthday, owner, points, rank, tasks completed, or places visited.
11. (New) A children's toy comprising a stuffed animal having an outer skin or covering and an inner stuffing, said stuffed animal containing therein a concealed wireless

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tag/transponder configured and adapted to provide storage and retrieval of certain desired information and wherein said tag/transponder comprises a read/write RFID tag adapted to send and receive said information wirelessly through said outer skin or covering without damaging said skin or covering and without requiring removal of said RFID tag.

12. (New) The children's toy of Claim 11 wherein said RFID tag is configured to operate at one or more of the following frequencies: 134.2 kHz, 123.2 kHz or 13.56 MHz.

13. (New) The children's toy of Claim 11 wherein said RFID tag comprises a 13.56 MHz read/write label tag.

14. (New) The children's toy of Claim 11 wherein said RFID tag comprises a 134.2 kHz and/or 123.2 kHz, 23mm glass transponder.

15. (New) The children's toy of Claim 11 wherein said RFID tag is configured and adapted to use a send/receive radio frequency communication protocol.

16. (New) The children's toy of Claim 11 wherein said RFID tag is enveloped, contained or otherwise embodied in a generally heart-shaped trinket or case or other shape or form generally representing or symbolizing the heart or life source of the stuffed animal

17. (New) The children's toy of Claim 11 comprising multiple concealed wireless tag/transponders.

18. (New) The children's toy of Claim 11 wherein said stored information comprises one or more of the following: toy name, birthday, owner, points, rank, tasks completed, or places visited.

19. (New) A stuffed animal having an outer skin or covering and an inner stuffing, said stuffed animal containing therein a batteryless read/write wireless tag/transponder configured and adapted to provide storage and retrieval of certain desired information comprising one or more of the following: animal's name, birthday, owner, points, rank, tasks completed, or places visited; and wherein said concealed tag/transponder is adapted to send and receive said information wirelessly through said outer skin or covering without damaging said skin or covering and without requiring removal of said tag/transponder.

20. (New) The children's toy of Claim 19 wherein said tag/transponder is enveloped, contained or otherwise embodied in a generally heart-shaped trinket or case or other shape or form generally representing or symbolizing the heart or life source of the stuffed animal